

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .OBAMA FOR AMERICA

Product BARACK OBAMA 60S

Estimate# 1775

Buyer Maura Gilroy

Phone#

Fax#

Agency ( ) GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1775

Flight Dates 09/15/2012 - 09/21/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 55,100  
PLS CONFIRM ASAP  
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	5A-6A	ACTION NWS@5AM<	:60	\$250.00	09/17-09/21	2	1	2	\$500.00	
	2	SA	5A-6A	ACTN NWS SA@5A	:60	\$300.00	09/15-09/15	1	1	1	\$300.00	
	3	SU	5A-6A	ACTN NWS SU@5A	:60	\$300.00	09/16-09/16	1	1	1	\$300.00	
	4	M-F	6A-7A	ACTION NWS@6AM<	:60	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	5	M-F	7A-9A	GD MRN AMR-ABC<	:60	\$450.00	09/17-09/21	3	1	3	\$1,350.00	
	6	SA	6A-7A	ACTN NWS SA@6A	:60	\$400.00	09/15-09/15	1	1	1	\$400.00	
	7	SA	7A-8A	GD MRN-SAT-ABC	:60	\$600.00	09/15-09/15	1	1	1	\$600.00	
	8	SU	6A-7A	ACTN NWS SU@6A	:60	\$400.00	09/16-09/16	1	1	1	\$400.00	
	9	SU	7A-8A	GD MRN-SUN-ABC	:60	\$600.00	09/16-09/16	1	1	1	\$600.00	
	10	M-F	9A-10A	MORNING BLEND<	:60	\$350.00	09/17-09/21	2	1	2	\$700.00	
	11	M-F	11A-12P	ACTN NEWS@11AM<	:60	\$400.00	09/17-09/21	2	1	2	\$800.00	

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	12	M-F	4P-5P	JUDGE JUDY	:60	\$500.00	09/17-09/21	2	1	2	\$1,000.00	
	13	M-F	4P-5P	JUDGE JUDY	:60	\$500.00	09/17-09/21	1	1	1	\$500.00	
	14	M-F	5P-530P	ACTION NWS@5PM<	:60	\$800.00	09/17-09/21	1	1	1	\$800.00	
	15	M-F	6P-7P	6PM NEWS	:60	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
	16	SA	430P-5P	430P NEWS	:60	\$400.00	09/15-09/15	1	1	1	\$400.00	
	17	SU	6P-7P	6P NEWS	:60	\$600.00	09/16-09/16	1	1	1	\$600.00	
	18	M	10P-11P	CASTLE	:60	\$5,000.00	09/17-09/17	1	1	1	\$5,000.00	
	19	TU	10P-11P	PRIV PRACT	:60	\$3,000.00	09/18-09/18	1	1	1	\$3,000.00	
	20	W	8P-9P	MIDDLE/SUB	:60	\$3,000.00	09/19-09/19	1	1	1	\$3,000.00	
	21	W	930P-10P	HAPPY ENDINGS	:60	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
	22	TH	8P-9P	WIPE OUT	:60	\$3,000.00	09/20-09/20	1	1	1	\$3,000.00	
	23	TH	9P-10P	GREYS	:60	\$4,000.00	09/20-09/20	1	1	1	\$4,000.00	
	24	TH	10P-11P	ROOKIE BLUE	:60	\$3,000.00	09/20-09/20	1	1	1	\$3,000.00	
	25	F	8P-9P	SHARK TANK	:60	\$1,700.00	09/21-09/21	1	1	1	\$1,700.00	
	26	SA	5P-830P	NCAA FTBALL	:60	\$2,500.00	09/15-09/15	2	1	2	\$5,000.00	
	27	SU	8P-9P	ONCE UPON	:60	\$3,500.00	09/16-09/16	1	1	1	\$3,500.00	
	28	M-F	11P-1135P	NEWS	:60	\$1,300.00	09/17-09/21	3	1	3	\$3,900.00	

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	29	SA	11P-1135P	ACTION NWS@11P<	:60	\$800.00	09/15-09/15	1	1	1	\$800.00	
	30	SU	11P-1135P	ACTION NWS@11P<	:60	\$1,000.00	09/16-09/16	1	1	1	\$1,000.00	
	31	M-F	1135P-1205A	NIGHTLINE	:60	\$800.00	09/17-09/21	2	1	2	\$1,600.00	
	32	M-F	1205A-105A	KIMMEL	:60	\$200.00	09/17-09/21	4	1	4	\$800.00	

---REPORT TOTALS---

Report Totals: 49 / \$55,100.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$55,100.00  
Sales Totals: 49 / \$55,100.00  
Station Totals: 49 / \$55,100.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$239,565	KBLR	0%	KLAS	20%	KSNV	19%	KTNV	23%	KTUD	1%
		KVCW	4%	KVMY	11%	KVVU	22%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

Rep Order# 6852652 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6852652

Printed: 09/14/2012 10:25 AM  
Last Received: 09/14/2012 10:03 AM  
Showing Buylines: All Lines

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--- CREDIT RISK ---  
CASH IN ADVANCE